



startup-uni

BioTechMed Science Breakfast „start your business“

2022-03-02

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Introduction

Third Mission of Universities



Universities' Third Mission

To address the growing societal and economic challenges, there is an increasing demand for universities to use their knowledge from research and teaching to fulfill their so-called "Third Mission" in society and economy. This implies taking responsibility, actively and consciously, for the society on whose behalf they are working.

The Third Mission has two key priorities:

- 1** targeted use and transfer of academic knowledge to help resolve diverse societal challenges;
- 2** transfer of technologies and innovations in the form of cooperation with public and private enterprises.

<https://thirdmission.univie.ac.at/>

Which persons found companies?

- Students
- Researchers
- Non-scientific staff

→ Academic spin-offs

Term „Spin-off“



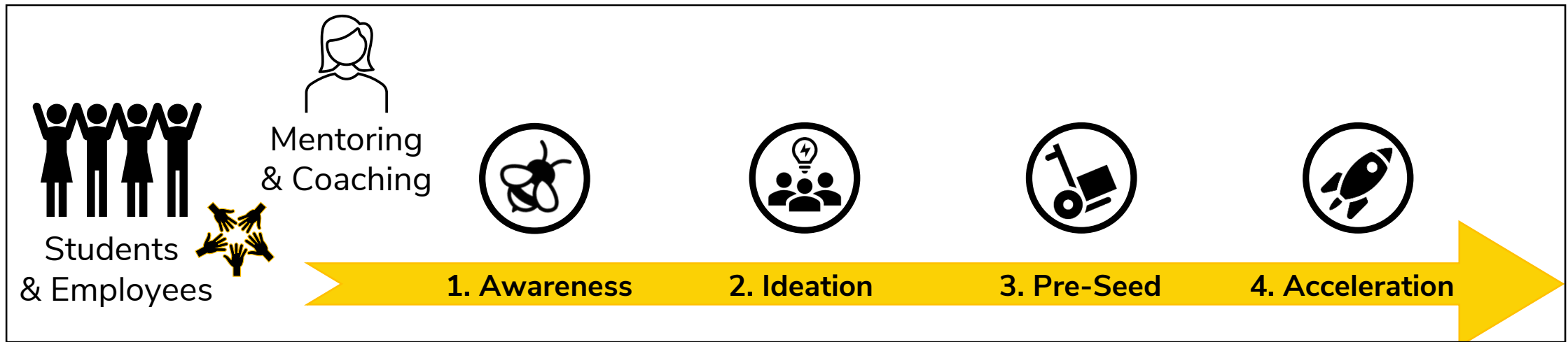
Exploitation spin-offs are company foundations of the university or companies in which the university has a **direct or indirect stake** or companies for which the use of **new research results/results** based on the development and exploitation of the arts, new scientific procedures or methods from public research were indispensable for the foundation, i.e. the foundation would not have taken place without the use of these research results/results based on the development and exploitation of the arts or a resulting property right (e.g. patents, licences, etc.).

Freie Übersetzung der Wissensbilanz-Verordnung 2016

The stages of setting up a business

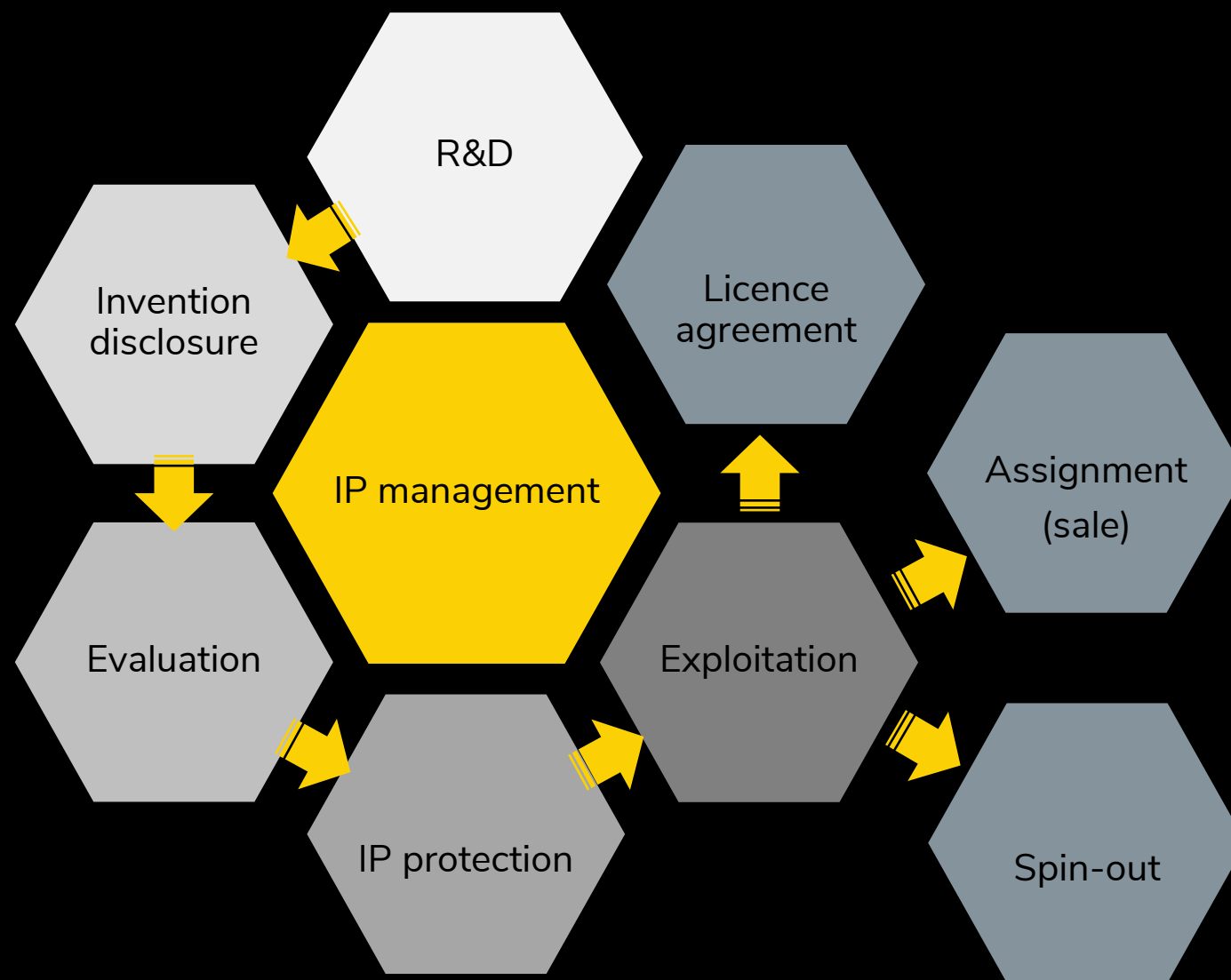


How we define the stages of a „start-up process“.



Generate interest. Develop ideas. Found companies. Promote growth.

Startup-uni.at



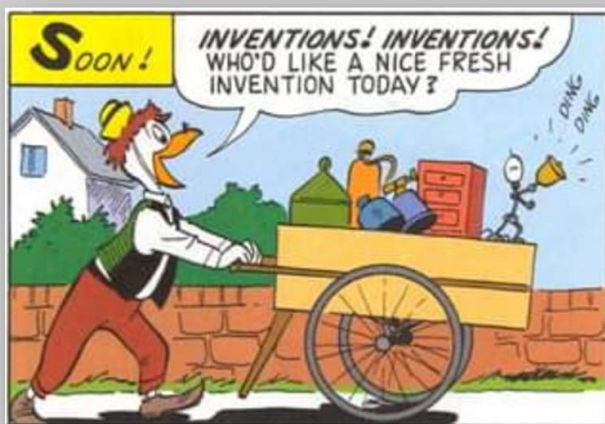
**How
universities
can exploit IP**

IP and Spin-offs



- Decision to set up university spin-off and new technology start-ups relies mainly on:
 - A demonstrated technology
 - Good commercial potential
 - Validly protected IP position
 - Strong management skills and expertise

- Investment
 - Start-ups generally lack positive cash flows
 - Value lies in IP assets
 - Investors base decision on strength of team and IP to protect future earnings



Invention vs Innovation

... most of the time, it is the lack of solving a „real problem of a real person who wants to pay real money for it"

Ideation



- How do I come up with THE business idea?
 - Problem recognition
 - Methodical approach
 - Technology observation
 - Market observation and trends
 - Chance

- Opportunity Recognition
 - Is there a gap in the market somewhere?
 - What are my talents/hobbies/interests?
 - What can I do better than anyone else?










The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners  Who are our Key Partners? Who are our key suppliers? Which Key Resources do we acquire from partners? Which Key Activities do partners perform? MOTIVATIONS FOR PARTNERSHIPS Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities	Key Activities  What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? CATEGORIES Production Problem Solving Platform/Network	Value Propositions  What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? CHARACTERISTICS Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability	Customer Relationships  What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? EXAMPLES Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation	Customer Segments  For whom are we creating value? Who are our most important customers? Mass Market Niche Market Segmented Diversified Multi-sided Platform			
Key Resources  What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? TYPES OF RESOURCES Physical Intellectual (Brand patents, copyrights, data) Human Financial		Channels  Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines? CHANNEL PHASES 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support?					
Cost Structure  What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? IS YOUR BUSINESS MORE Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition) SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope		Revenue Streams  For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? <table><tr><td>TYPES Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising</td><td>FIXED PRICING List Price Product feature dependent Customer segment dependent Volume dependent</td><td>DYNAMIC PRICING Negotiation (bargaining) Yield Management Real-time Market</td></tr></table>			TYPES Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising	FIXED PRICING List Price Product feature dependent Customer segment dependent Volume dependent	DYNAMIC PRICING Negotiation (bargaining) Yield Management Real-time Market
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DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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Assets of a University



What advantages do start-ups enjoy in a university environment?

- Access to infrastructure
- Access to qualified personnel and potential co-founders
- Access to coaching and consulting
- Access to education and training
- Access to specific funding opportunities
- Protection of intellectual property (e.g. patents)
- Access to support and incubation services
- Access to networks!

Acceleration & Incubation

Accelerator & Incubator



Support programs and institutions that assist with business start-ups

- **Incubator:** focus on developing the business idea
- **Accelerator:** accelerating the growth of an already existing business model

Differences are often blurred in practice!

Support programs in the academic ecosystem



- Startup-uni.at
Incubation program via multiple stages
- Gruendungsgarage.at
Academic acceleration program for one semester
- SciencePark.at
High tech incubator for academic start-ups and spin-offs, 18 months

Stages of the start-up support program

1 Generate interest

Through a wide range of workshops, events and courses you will learn relevant tools for generating and implementing a startup idea.



4 Get going

In the fourth phase, we support you during your first steps as an entrepreneur. Experienced mentors are at your side.

5 Growth

Support for transformation to an established company.



3 Accompanying the foundation

The aim of this phase is to move from a prototype to your own company and to generate the first turnover.



2 Generating and implementing ideas

In individual workshops and personal coaching sessions, you refine your idea and develop both a business model and prototypes.



Gründungsgarage

Academic Startup Accelerator

Since 2013

Interdisciplinary non-profit initiative

10 business ideas per semester

50.000 EUR consulting service

300+ hours of coaching

29+ experienced mentors

3 winning positions in the final pitching competition

2 SSt. / 2 ECTS



Navigate funding options

Navigating the funding landscape and optimizing the application process is not easy, but we are here to help you.

Start up with €20,000

Funding prototypes, registering patents or leveraging public funds is made a little easier with a loan of up to €20,000.

Consult our team

Receiving qualified guidance on your journey to global success is important, we help you avoid common start-up mistakes.

Learn business essentials

Getting smarter and improving your entrepreneurial abilities is a sure way to beat the competition; join our workshops.

Find valuable mentors

Having additional perspectives is an invaluable part of your professional growth, that's why we help you find mentors.

Seek strong investors

After leveraging public funding, to remove early risks, private investment from our network can then take you to the next level.

Join our community

Coming together and celebrating success with your peers is highly motivational. Our calendar is filled with events and activities.

Get office space

Every business needs a home to establish foundations and bring teams together. We warmly welcome you to work from here.

Get Alumni support

Connecting with successful start-ups can have a positive impact on your own success story; connect with our alumni.

Infrastructure

ZWT Accelerator GmbH
50 % Med Uni Graz / 50 % SFG

Geschäftsführung
Anke Dettelbacher und Thomas Mrak

Projektkosten
14 Mio. Euro
(Förderung: Land / EFRE)

Fläche
3.400 m² BGF
30 % Laborflächen S 1 und S 2

Baubeginn: Jänner 2021

Fertigstellung: Ende 2022

Vermietung: ab März 2023



unicorn



SCIENCE MEETS
BUSINESS



START-UP &
INNOVATION HUB,
GRAZ.

SUBSIDIARY COMPANY OF THE UNIVERSITY OF GRAZ

zwl
Zentrum für
Wissens- und
Innovationstransfer

SINCE APRIL WE HAVE BEEN USING THE BRAND UNICORN
FOR THE CENTER FOR KNOWLEDGE- AND
INNOVATIONSTRANSFER GMBH

WWW.UNICORN-GRAZ.AT

Next steps...



Zentrum für Entrepreneurship und angewandte Betriebswirtschaftslehre

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Events



Startup Coffee Break / Sales Series / B2B Vertrieb

Do., 10. März 2022 09:00 CET

Free



Founder Stories - Julian Kainz (Moshbit & Studo & Talto)

Do., März 17, 17:00

SR 62.31 - Universitätsbibliothek Graz • Graz

Free



Founder Stories - Manuel Schneeweiss (Ipeak)

Fr., 25. März 2022 17:00 CET

Free

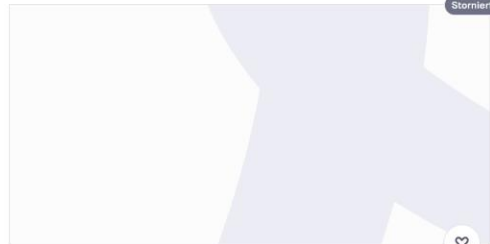


Founder Stories - Patrick Ratheiser (Leftshift One)

Do., März 31, 16:00

SR 62.31 - Universitätsbibliothek Graz • Graz

Free



VERSCHOBEN: Start-Ups im Sport: Unternehmensgründung in der SportsTech Ind.

Unicorn | Conference Deck | 4.OG • Graz

Free



Founder Stories - Christoph Lückl (Timetac)

Fr., Apr. 8, 14:00

SR 62.31 - Universitätsbibliothek Graz • Graz

Free



Founder Stories - Bernadette Frech (Instahelp)

Mi., Apr. 27, 10:00

SR 19.01 - Zentrum für Entrepreneurship und angewandte BWL • Graz

Free



Startup Basics - Das 1x1 der Unternehmensgründung

Do., Apr. 28, 08:15

Unicorn | Conference Deck | 4.OG • Graz

Free



Startup Basics - Idea validation & Innovation

Do., Mai 5, 08:15



Startup Basics - Geschäftsmodell

Do., Mai 12, 10:00



Founder Stories - Manuel Rainer (Dignisens & The Minted)

Do., Mai 12, 15:00



Startup Basics - Führen und Finanzieren eines Startups

Do., Mai 19, 08:15



free registration via

eventbrite

WIR VERNETZEN DIE GRÜNDERSZENE

Startups sind unsere Leidenschaft und diese wollen wir mit allen teilen. Daher bringen wir auf unseren Events Gründer:innen, Enthusiast:innen und Expert:innen zusammen, um Inspiration, Kontakte und Know-how zu teilen.

 ZEIGE MIR DIE NÄCHSTEN EVENTS



Networking &
Events

unicorn

Startup-uni.at



FELLOWSHIP

PROGRAMME FÜR MITARBEITENDE UND FORSCHENDE

Die aktuelle Bewerbungsfrist für die Start-Up Werkstatt endet am 30. April 2022
und für das Spin-Off Lab am 22. Mai 2022.

- HIER SCHNELL BEWERBEN -

<https://www.startup-uni.at/fellowship>



START-UP WERKSTATT

Die Start-Up Werkstatt richtet sich an alle Mitarbeiterinnen der Universität Graz mit Gründungs- und Innovationsideen und ist thematisch offen. Gemeinsam mit Expertinnen werden die eigenen Ideen konkretisiert und innerhalb weniger Monate zu einer prototypischen Umsetzung gebracht.

BEWERBUNGSUNTERLAGEN



SPIN-OFF LAB

Das Spin-Off Lab richtet sich an alle Forscher:innen, die sich auf Basis ihrer Forschungsidee selbstständig machen möchten. Die Universität Graz beherbergt die Forschungs- und Entwicklungsaktivitäten des Spin-off Lab Fellows während des 12+6-monatigen Programms. Das Programm richtet sich an interne und externe Bewerber:innen.

BEWERBUNGSUNTERLAGEN





Einladung zum Unipreneur-Stammtisch Vol.2

Für alle gründungsinteressierten Personen im Umfeld der Uni Graz.

Lockerer Austausch und Networking. Wir plaudern über Ideen, Vorhaben und Unterstützungsmöglichkeiten.

28.4.2022 ab 17:00 Uhr
Café Savvy, Schubertstraße 6a, 8010 Graz

APR.
28

Unipreneur-Stammtisch Vol. 2

von [Zentrum für Entrepreneurship und angewandte Betriebswirtschaftslehre](#)

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Kostenlos



[Registrieren](#)

Unipreneur-Stammtisch Vol. 2

Zu diesem Event

Der ungezwungene Austausch für alle Entrepreneur*innen und Intrapreneure der Universität Graz. Auch interessierte Personen sind immer gerne gesehen. In gemütlicher Atmosphäre wird das persönliche Netzwerk erweitert!

Datum und Uhrzeit

Do. 28. April 2022
17:00 – 19:00 MESZ

Veranstaltungsort

Café SAVVY
6 Schubertstraße
8010 Graz



startup-uni

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2022-03-02

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